

ORDER



Orders
Order / Rev: 201741
Alt Order #: 06845114
Product Desc: 10/2-10/8 PRIORITIES USA
Estimate: 1563
Flight Dates: 10/02/12 - 10/08/12
Original Date / Rev: 08/27/12 / 08/27/12
Order Type: REG

WVBT

Primary AE: Petry Philadelphia
Sales Office: P-PHI
Sales Region: Nat

Agency
Name: Mundy Katowitz Media
Buying Contact:
Billing Contact:
 1322 G Street, Southeast
 Washington, DC 20003

Billing Type: Cash
Billing Calendar: Broadcast
Billing Cycle: EOM/EOC
Agency Commission: 15%

Advertiser
Name: POL/Priorities USA Action
Demographic: A35+
Product Codes: PL2
Priority: P1
Revenue Codes: AGY, POL, POL-ISS

New Business Thru:
Order Separation: 00:15:00
Advertiser External ID:
Agency External ID: IN7584/SP7302

Bill Plan

Start Date	End Date	# Spots	Gross Amount	Net Amount
10/01/12	10/08/12	15	\$4,600.00	\$3,910.00

Totals

Month	# Spots	Gross Amount	Net Amount	Rating
October 2012	15	\$4,600.00	\$3,910.00	0.00
Totals	15	\$4,600.00	\$3,910.00	0.00

Account Executives

Account Executive	Sales Office	Sales Region	Start Date / End Date	Order %
Petry Philadelphia			Start Of Order - End Of Order	100%

Order Share

	Share	Total
WVBT	8%	\$4,600.00
Market	100%	\$57,500.00

Competitive Share

	Share	Total
CABLE	0%	\$0.00
NFLWS	0%	\$0.00
UNKWN	0%	\$0.00
WAVY	33%	\$18,975.00
WGNT	6%	\$3,450.00
WHRO	0%	\$0.00
WPEN	0%	\$0.00
WPXV	0%	\$0.00
WTKR	23%	\$13,225.00
WTVZ	4%	\$2,300.00
WVEC	26%	\$14,950.00

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
E 1	WVBT	10/02/12	10/02/12	M-F 10-11a Millionaire	CM	10-11a	-T-----	:30	1	\$100.00	P1	0.00	NM	1	\$100.00
MILLIONAIRE															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>			<u>Rate</u>		<u>Rating</u>			
Week:		10/01/12	10/07/12	-T-----			1			\$100.00		0.00			
E 2	WVBT	10/04/12	10/04/12	M-F 10-11a Millionaire	CM	10-11a	---T---	:30	1	\$100.00	P1	0.00	NM	1	\$100.00

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Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
MILLIONAIRE															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>			<u>Rate</u>			<u>Rating</u>		
Week:		10/01/12	10/07/12	---T---	1		\$100.00	0.00							
E 3	WVBT	10/05/12	10/05/12	M-F 10-11a Millionaire	CM	10-11a	----F--	:30	1	\$100.00	P1	0.00	NM	1	\$100.00
MILLIONAIRE															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>			<u>Rate</u>			<u>Rating</u>		
Week:		10/01/12	10/07/12	----F--	1		\$100.00	0.00							
E 4	WVBT	10/08/12	10/08/12	M-F 10-11a Millionaire	CM	10-11a	M-----	:30	1	\$100.00	P1	0.00	NM	1	\$100.00
MILLIONAIRE															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>			<u>Rate</u>			<u>Rating</u>		
Week:		10/08/12	10/14/12	M-----	1		\$100.00	0.00							
E 5	WVBT	10/03/12	10/03/12	M-F 4-5p M-F 4-5p	CM	4-5p	--W----	:30	1	\$200.00	P1	0.00	NM	1	\$200.00
JERRY SPRINGER															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>			<u>Rate</u>			<u>Rating</u>		
Week:		10/01/12	10/07/12	--W----	1		\$200.00	0.00							
E 6	WVBT	10/05/12	10/05/12	M-F 4-5p M-F 4-5p	CM	4-5p	----F--	:30	1	\$200.00	P1	0.00	NM	1	\$200.00
JERRY SPRINGER															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>			<u>Rate</u>			<u>Rating</u>		
Week:		10/01/12	10/07/12	----F--	1		\$200.00	0.00							
E 7	WVBT	10/08/12	10/08/12	M-F 4-5p M-F 4-5p	CM	4-5p	M-----	:30	1	\$200.00	P1	0.00	NM	1	\$200.00
JERRY SPRINGER															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>			<u>Rate</u>			<u>Rating</u>		
Week:		10/08/12	10/14/12	M-----	1		\$200.00	0.00							
E 8	WVBT	10/04/12	10/04/12	M-F 5-6p Steve Wilkos	CM	5-6p	---T---	:30	1	\$250.00	P1	0.00	NM	1	\$250.00
STEVE WILKOS															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>			<u>Rate</u>			<u>Rating</u>		
Week:		10/01/12	10/07/12	---T---	1		\$250.00	0.00							
E 9	WVBT	10/08/12	10/08/12	M-F 5-6p Steve Wilkos	CM	5-6p	M-----	:30	1	\$250.00	P1	0.00	NM	1	\$250.00
STEVE WILKOS															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>			<u>Rate</u>			<u>Rating</u>		
Week:		10/08/12	10/14/12	M-----	1		\$250.00	0.00							
E 10	WVBT	10/02/12	10/02/12	M-F 6-7p Maury Povich	CM	6-7p	-T-----	:30	1	\$250.00	P1	0.00	NM	1	\$250.00
MAURY POVICH															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>			<u>Rate</u>			<u>Rating</u>		
Week:		10/01/12	10/07/12	-T-----	1		\$250.00	0.00							
E 11	WVBT	10/05/12	10/05/12	M-F 6-7p Maury Povich	CM	6-7p	----F--	:30	1	\$250.00	P1	0.00	NM	1	\$250.00
MAURY POVICH															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>			<u>Rate</u>			<u>Rating</u>		
Week:		10/01/12	10/07/12	----F--	1		\$250.00	0.00							
E 12	WVBT	10/03/12	10/03/12	M-F 7-730p M-F 7-730p	CM	7-730p	--W----	:30	1	\$400.00	P1	0.00	NM	1	\$400.00
TMZ															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>			<u>Rate</u>			<u>Rating</u>		
Week:		10/01/12	10/07/12	--W----	1		\$400.00	0.00							
E 13	WVBT	10/02/12	10/02/12	M-F 1045-11p Fox Sportswrap	CM	1045-11p	-T-----	:30	1	\$500.00	P1	0.00	NM	1	\$500.00
SPORTSWRAP															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>			<u>Rate</u>			<u>Rating</u>		
Week:		10/01/12	10/07/12	-T-----	1		\$500.00	0.00							
E 14	WVBT	10/04/12	10/04/12	M-F 1045-11p Fox Sportswrap	CM	1045-11p	---T---	:30	1	\$500.00	P1	0.00	NM	1	\$500.00
SPORTSWRAP															

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E 14	WVBT	10/04/12	10/04/12	M-F 1045-11p Fox Sportswrap	CM	1045-11p	---T---	:30	1	\$500.00	P1	0.00	NM	1	\$500.00
SPORTSWRAP															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>					
Week:		10/01/12	10/07/12	---T---		1		\$500.00		0.00					
E 15	WVBT	10/07/12	10/07/12	Su 10-1044p Fox News @10 Sun	CM	10-1045p	-----S	:30	1	\$1,200.00	P1	0.00	NM	1	\$1,200.00
SUNDAY LATE NEWS															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>					
Week:		10/01/12	10/07/12	-----S		1		\$1,200.00		0.00					
													Totals	15	\$4,600.00